Tobacco Cessation With Less: Resources and Ideas to Use When Time, Staff and/or Money Are Limited

"The views expressed in this presentation are those of the author and do not necessarily reflect the official policy or position of the Department of the Navy, Department of Defense, or the U. S. Government."

Quit Tobacco - Make Everyone Proud

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Defense Health Agency
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TRICARE

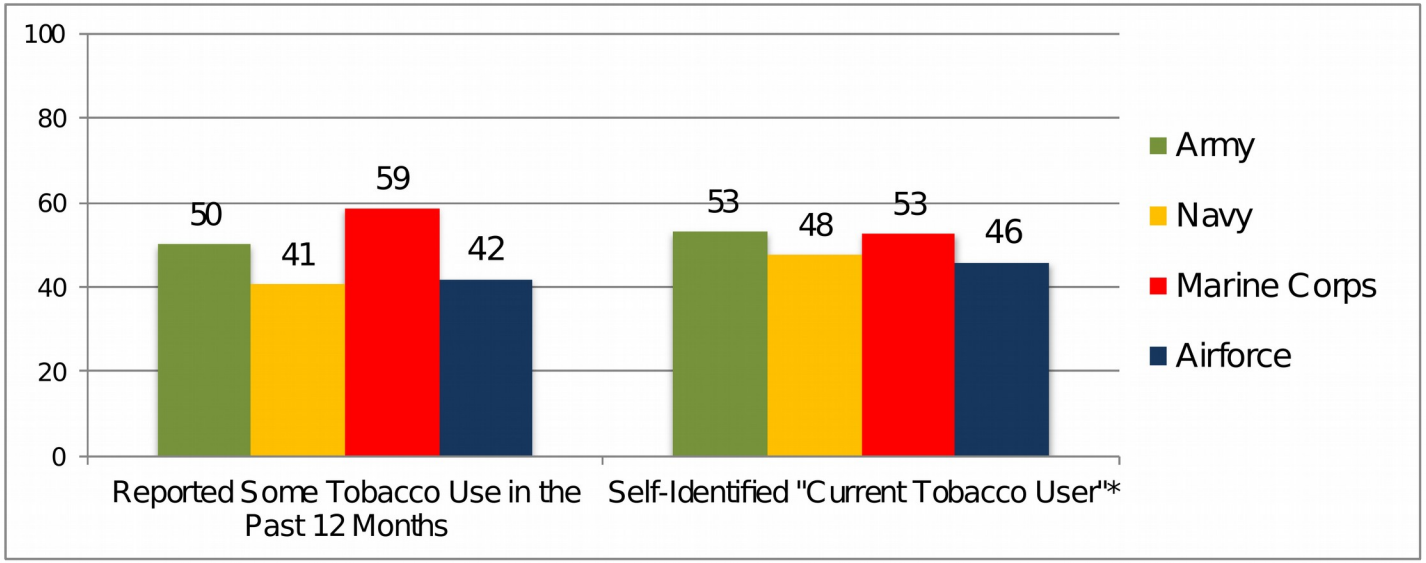
Learning Objectives

- Increase awareness of new resources, tools and educational opportunities available from the Quit Tobacco - Make Everyone Proud campaign
- Educate more about the 2013 changes to the TRICARE smoking cessation program

Tobacco Use in the Military

2011 Status of Forces Survey of Active Duty Members:

* % of “Current Tobacco User” are AD between the ages of 18 and 24 years old who used tobacco products in the last 12 months.



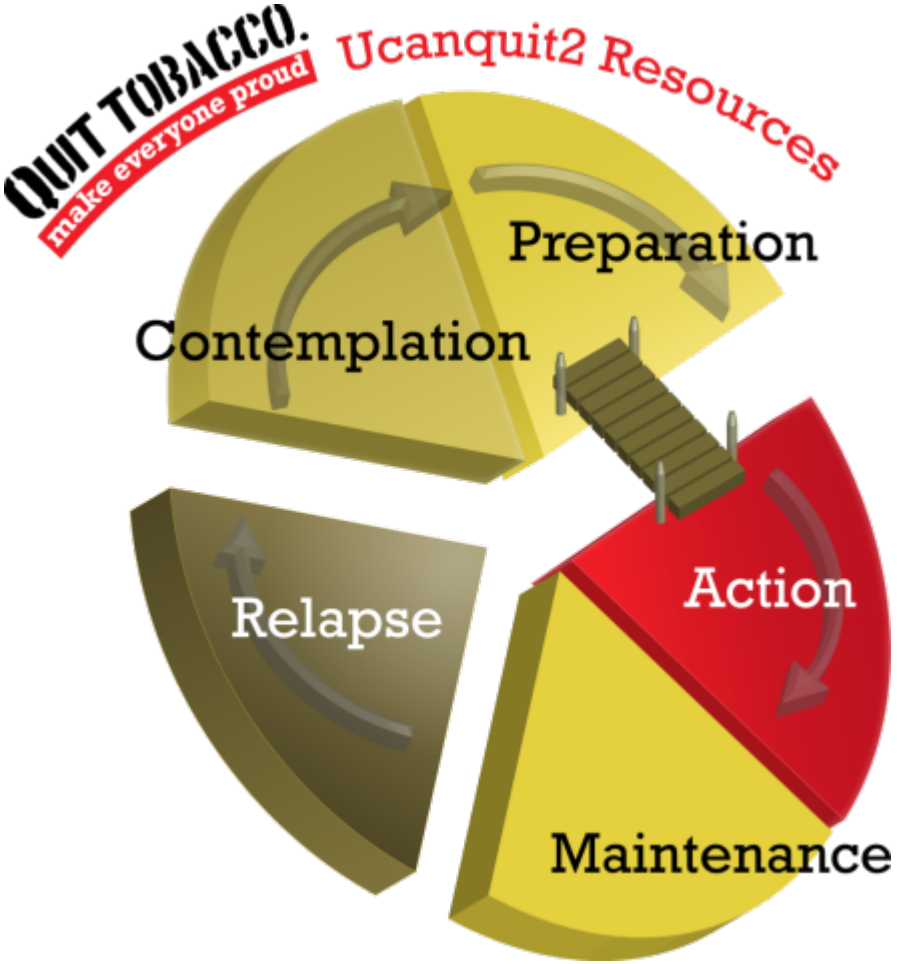
2011 Health Related Behaviors Survey:

- Smokeless tobacco use for all DoD services decreased from 15% in 2005 to 12.8% in 2011.
  - Significantly higher than civilians – 2.3%

What is QTMEP?

- National Defense Authorization Act 2005 tasked TRICARE to create tobacco cessation initiative
- Junior enlisted across the services exhibit the highest rate of tobacco use
- Focusing on this target audience, 18-24 year olds, Quit Tobacco – Make Everyone Proud launched Jan 2006

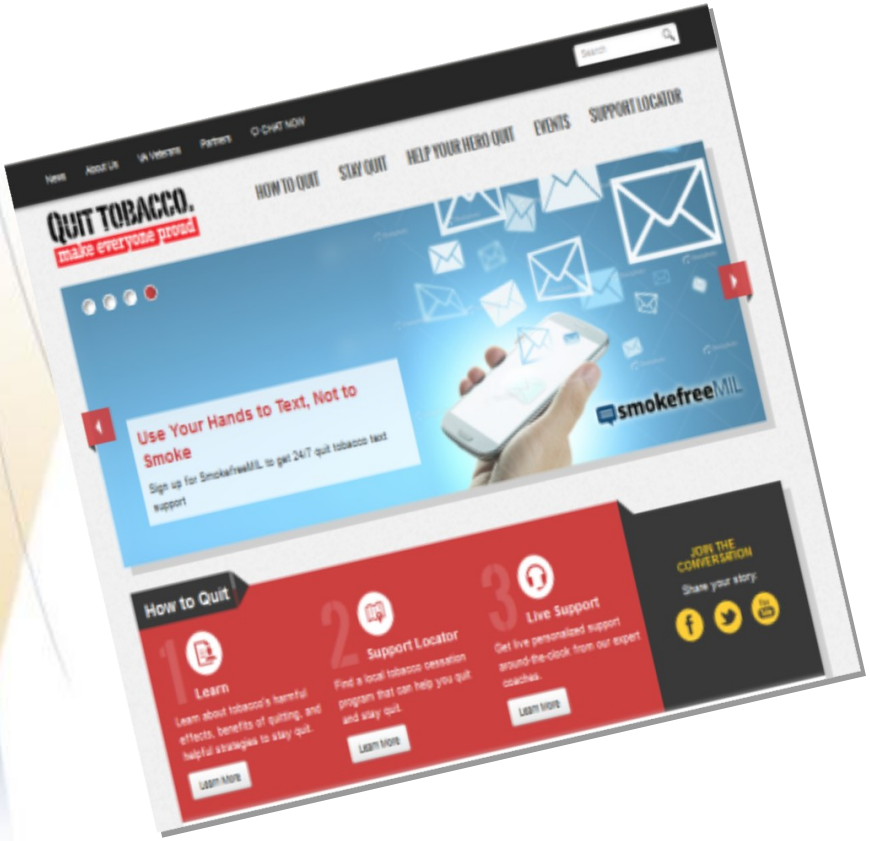
Transtheoretical Model of Behavior Change



How QTMEP Can Help!

- Highly Engaged DoD Resource
- Provides added benefit to efforts of local installation cessation counselors.
- Free Resources
  - Educational Materials
  - 24/7/365 Live Chat with tobacco cessation coaches
  - SmokefreeMIL text message program
- Central hub for all activity, discussion and news on tobacco

What is QTMEP?

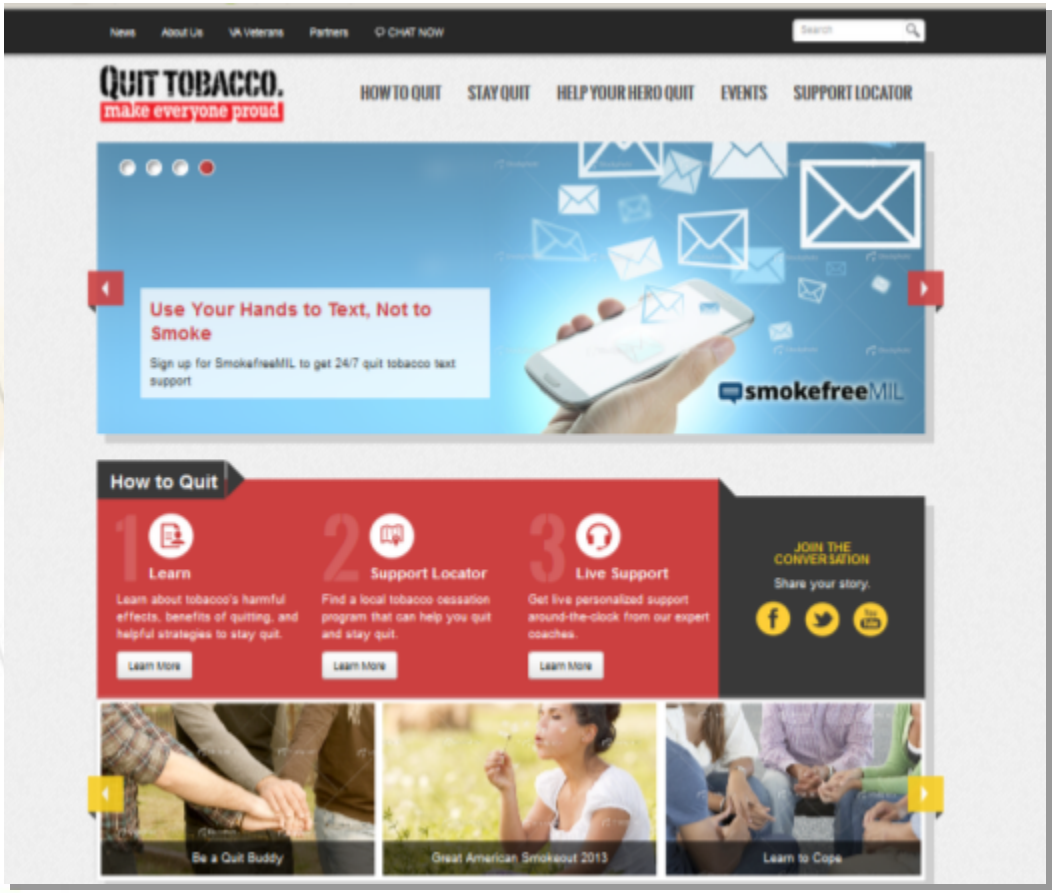


www.ucanquit2.org

Web-based support and education tool that features individualized quit plans, facts, games, multimedia, and a private chat line with trained cessation counselors.

Members of the target population are driven to the website through outreach strategies including collateral materials distribution, and Web and electronic marketing.

UCanQuit2.org


QUIT TOBACCO.
make everyone proud
HOW TO QUIT
STAY QUIT
HELP YOUR HERO QUIT
EVENTS
SUPPORT LOCATOR
Use Your Hands to Text, Not to Smoke
Sign up for SmokefreeMIL to get 24/7 quit tobacco text support
smokefreeMIL
How to Quit
1 Learn
Learn about tobacco's harmful effects, benefits of quitting, and helpful strategies to stay quit.
Learn More
2 Support Locator
Find a local tobacco cessation program that can help you quit and stay quit.
Learn More
3 Live Support
Get live personalized support around-the-clock from our expert coaches.
Learn More
JOIN THE CONVERSATION
Share your story.
Be a Quit Buddy
Great American Smokeout 2013
Learn to Cope

- All campaign resources and materials are available from UcanQuit2.org
  - Videos
  - Factsheets
  - Quit aids
  - Quit planner
  - Savings calculator
  - Event materials
  - Promotional items

What is QTMEP?

Individual resource for self-help intervention

- Quit Plan
- Live Chat Line
- Text-Messaging Program
- Resource Guide

Save to Spend
Save your life and spend it tobacco-free.
Because your life is worth saving.
QUIT TOBACCO.
Visit ucanquit2.org

Resource extension for installation cessation programs and POCs

- On-line print and give-away resources (no cost to you)
- Expands installation reach
- Central hub sharing best practices

Program focus on Behavioral Change

smokefreeMIL

- SmokefreeMIL is a free texting program designed to help military members in their fight to quit tobacco
- Users get quit support text messages sent directly to their phone
- Most messages arrive over a six week span

Verizon 3G
9:43 AM
82%
Messages
SmokefreeMIL
Edit
SmokefreeMIL: Welcome to SmokefreeMIL. Congratulations on your decision to quit smoking. To end this program, text STOP to 47848. Standard Message Rates Apply
SmokefreeMIL: One week until quit day! You can learn how to live without cigarettes and smoking. You learned to crawl before you walked. It takes time.
Text Message
Send

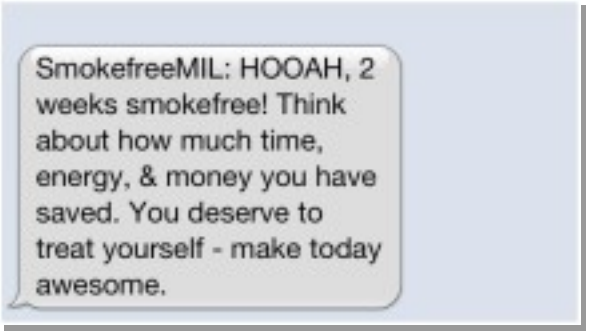
How Do Users Sign Up?

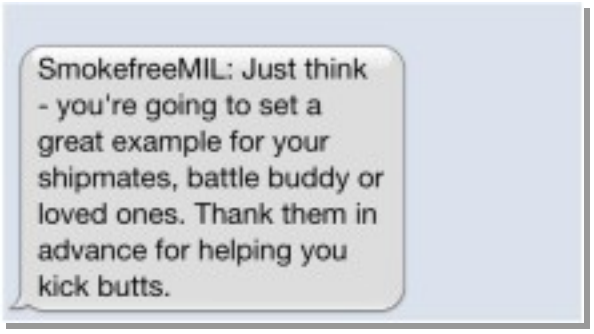
- Users can sign up for the program by entering their information into a form on www.UCanQuit2.org or by texting MIL to 47848

- Military members enter their age, gender, intended quit date, state of residence and how often they smoke

Message Examples

SmokefreeMIL: 2 days to go. Do laundry today. Get that smoky smell out now so you will smell and feel fresh on quit day. Don't forget your jackets.


SmokefreeMIL: HOOAH, 2 weeks smokefree! Think about how much time, energy, & money you have saved. You deserve to treat yourself - make today awesome.

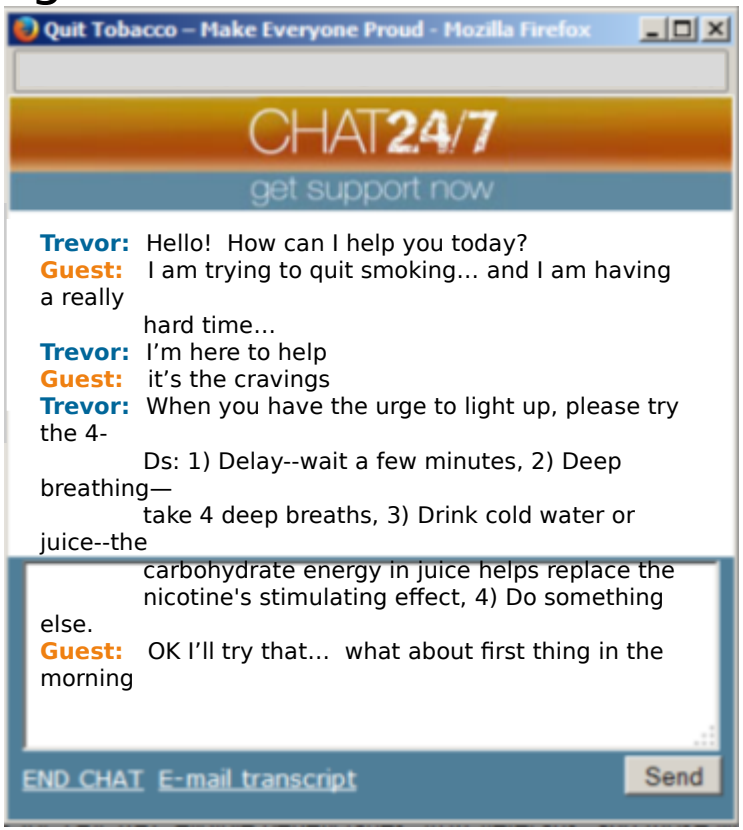

SmokefreeMIL: Just think - you're going to set a great example for your shipmates, battle buddy or loved ones. Thank them in advance for helping you kick butts.

SmokefreeMIL: Hey there, are you still smokefree? Let us know. Text back: YES or NO
Yes
Awesome! Keep staying strong & smokefree. We know it's not easy but it's totally worth it.

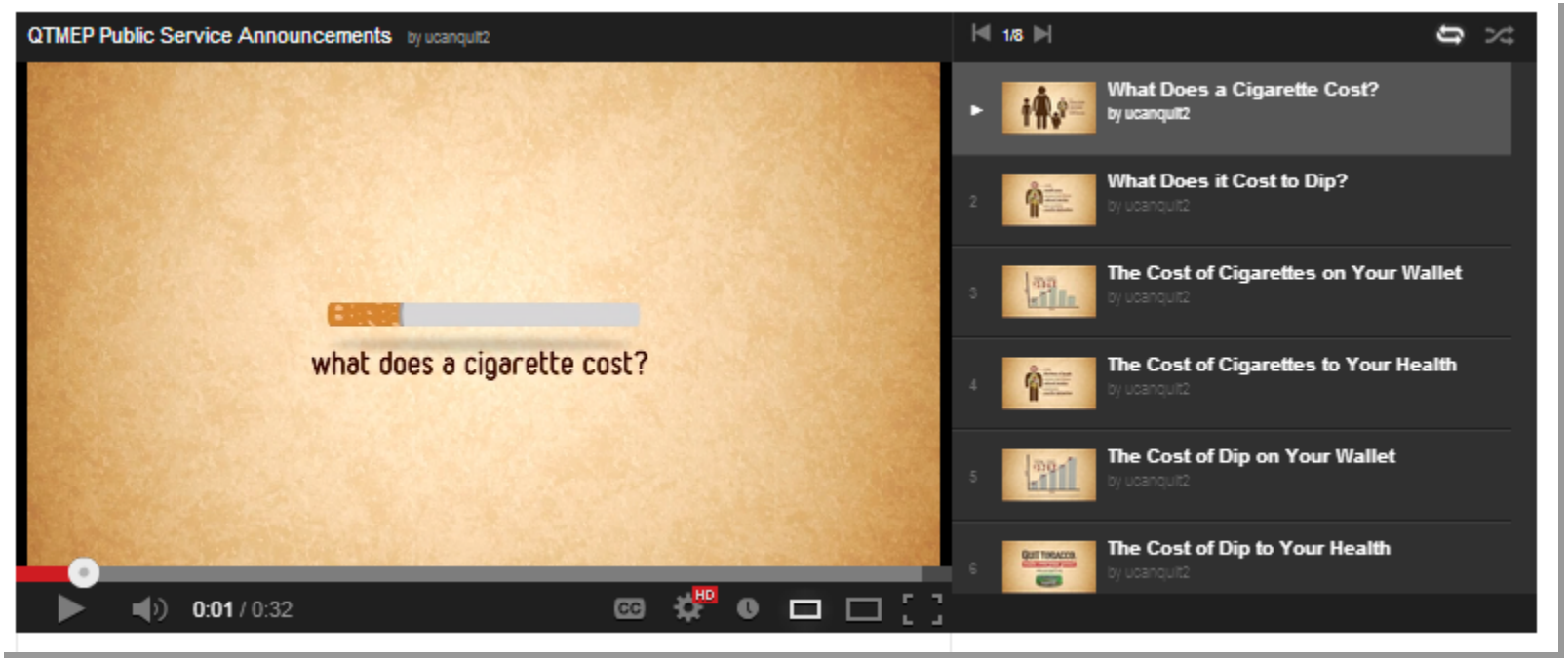
SmokefreeMIL: Texas Hold'em or Forgotten Treasures. Try distracting yourself with one of our games:
http://lil.ms/h31/2l57z1

Live Chat – 24/7/365

- Trained tobacco cessation coaches are ready to lend an ear, answer questions and help service members get started on a plan to quit smoking or chewing tobacco for good


Quit Tobacco – Make Everyone Proud - Mozilla Firefox
CHAT24/7
get support now
Trevor: Hello! How can I help you today?
Guest: I am trying to quit smoking... and I am having a really hard time...
Trevor: I'm here to help
Guest: it's the cravings
Trevor: When you have the urge to light up, please try the 4-Ds: 1) Delay--wait a few minutes, 2) Deep breathing— take 4 deep breaths, 3) Drink cold water or juice--the carbohydrate energy in juice helps replace the nicotine's stimulating effect, 4) Do something else.
Guest: OK I'll try that... what about first thing in the morning
END CHAT
E-mail transcript
Send

PSAs & Radio Spots

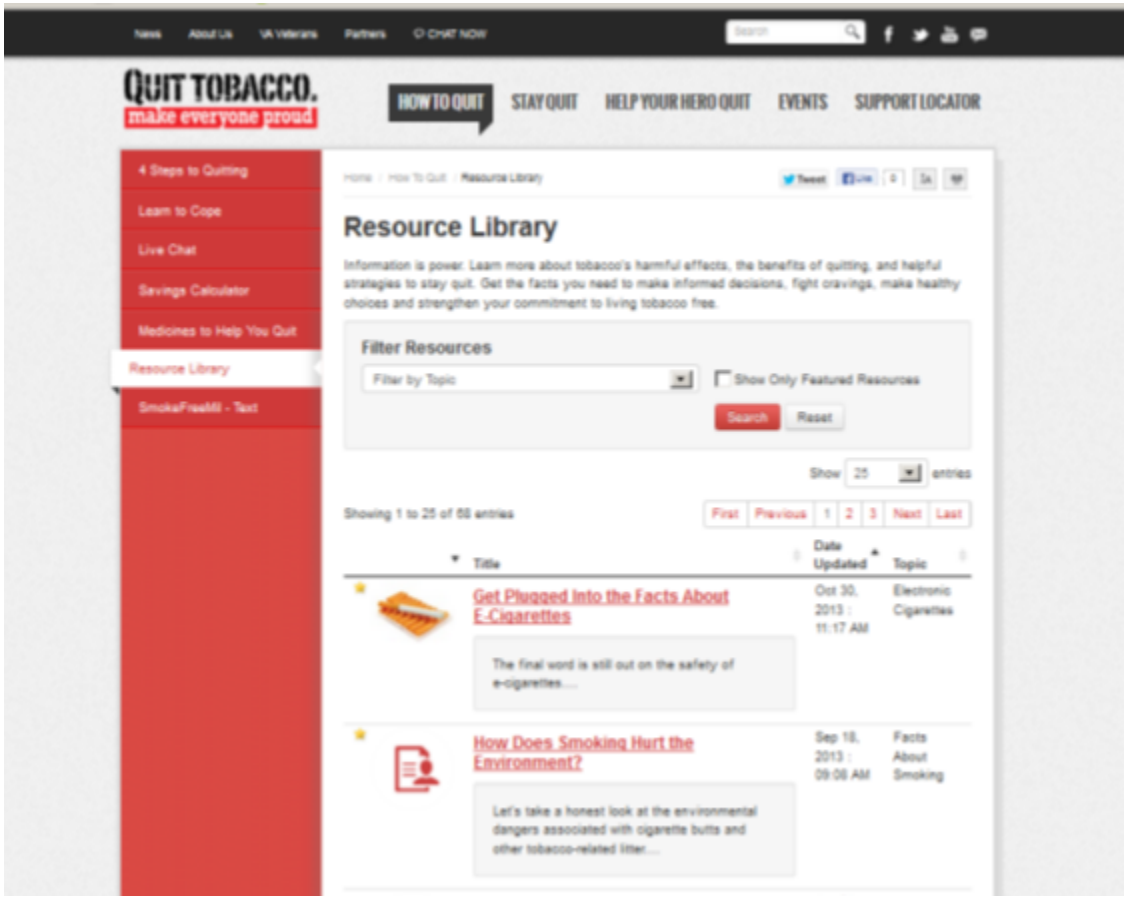

QTMEP Public Service Announcements by ucanquit2
what does a cigarette cost?
0:01 / 0:32
1/8
What Does a Cigarette Cost?
by ucanquit2
What Does it Cost to Dip?
by ucanquit2
The Cost of Cigarettes on Your Wallet
by ucanquit2
The Cost of Cigarettes to Your Health
by ucanquit2
The Cost of Dip on Your Wallet
by ucanquit2
The Cost of Dip to Your Health
by ucanquit2

Available on the Ucanquit2 YouTube page:

http://www.youtube.com/ucanquit2

Resource Library

- Provides fact sheets and information on specific topics


QUIT TOBACCO.
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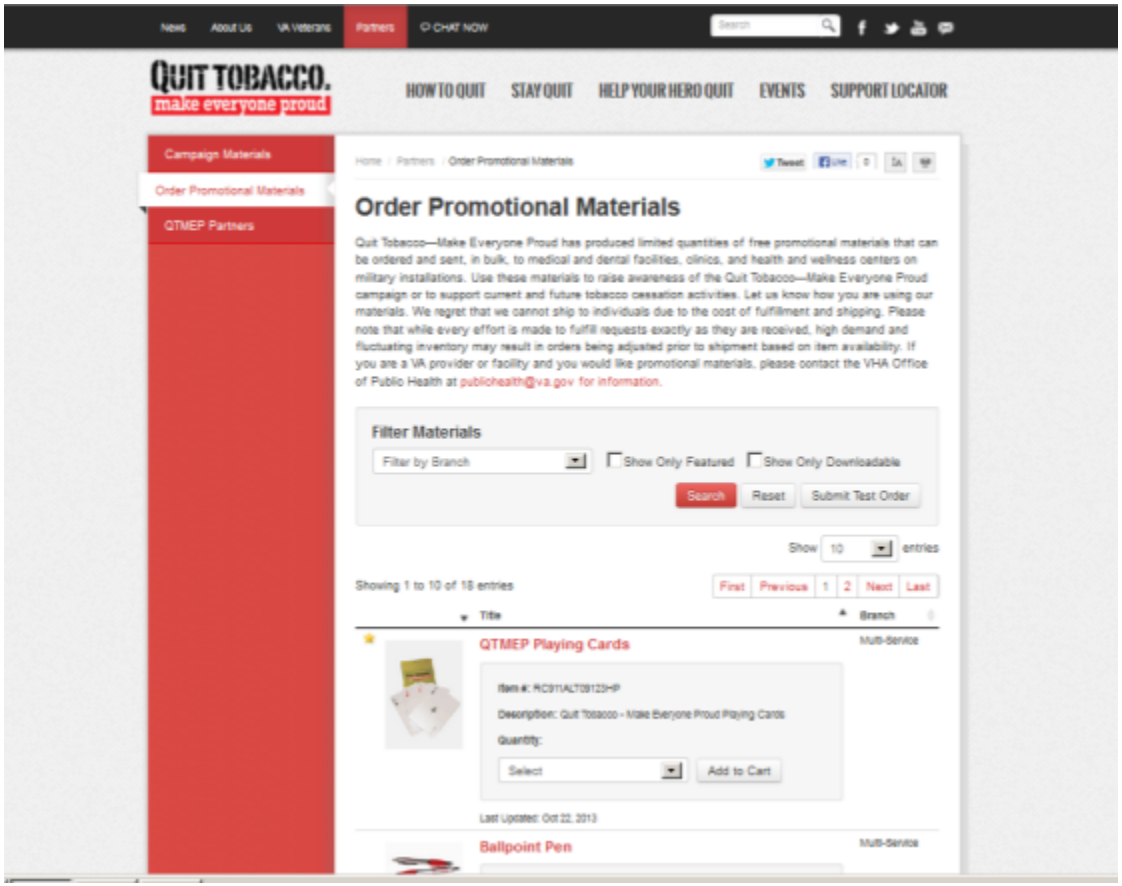
HOW TO QUIT
STAY QUIT
HELP YOUR HERO QUIT
EVENTS
SUPPORT LOCATOR
4 Steps to Quitting
Learn to Cope
Live Chat
Savings Calculator
Medicines to Help You Quit
Resource Library
Resource Library
Information is power. Learn more about tobacco's harmful effects, the benefits of quitting, and helpful strategies to stay quit. Get the facts you need to make informed decisions, fight cravings, make healthy choices and strengthen your commitment to living tobacco free.
Filter Resources
Filter by Topic
Show Only Featured Resources
Search
Reset
Title
Date Updated
Topic
Get Plugged Into the Facts About E-Cigarettes
Oct 30, 2013 : 11:17 AM
Electronic Cigarettes
The final word is still out on the safety of e-cigarettes....
How Does Smoking Hurt the Environment?
Sep 18, 2013 : 09:06 AM
Facts About Smoking
Let's take a honest look at the environmental dangers associated with cigarette butts and other tobacco-related litter....

Campaign Materials

- These materials can be used to raise awareness of your program or are helpful in cessation classes as quit aids.


News
About Us
VA Veterans
Partners
CHAT NOW
QUIT TOBACCO.
make everyone proud
HOW TO QUIT
STAY QUIT
HELP YOUR HERO QUIT
EVENTS
SUPPORT LOCATOR
Campaign Materials
Order Promotional Materials
QTMEP Partners
Order Promotional Materials
Quit Tobacco—Make Everyone Proud has produced limited quantities of free promotional materials that can be ordered and sent, in bulk, to medical and dental facilities, clinics, and health and wellness centers on military installations. Use these materials to raise awareness of the Quit Tobacco—Make Everyone Proud campaign or to support current and future tobacco cessation activities. Let us know how you are using our materials. We regret that we cannot ship to individuals due to the cost of fulfillment and shipping. Please note that while every effort is made to fulfill requests exactly as they are received, high demand and fluctuating inventory may result in orders being adjusted prior to shipment based on item availability. If you are a VA provider or facility and you would like promotional materials, please contact the VHA Office of Public Health at publichealth@va.gov for information.
Filter Materials
Filter by Branch
Show Only Featured
Show Only Downloadable
Search
Reset
Submit Test Order
Showing 1 to 10 of 18 entries
QTMEP Playing Cards
Add to Cart
Ballpoint Pen

Branch Specific Materials

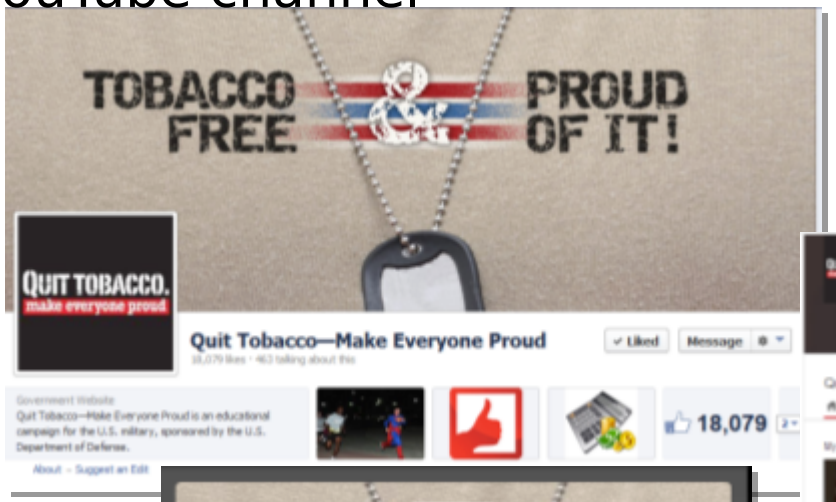
- QTMEP has various resources available that are specific to each branch
  - Web banners
  - Print materials
  - Videos

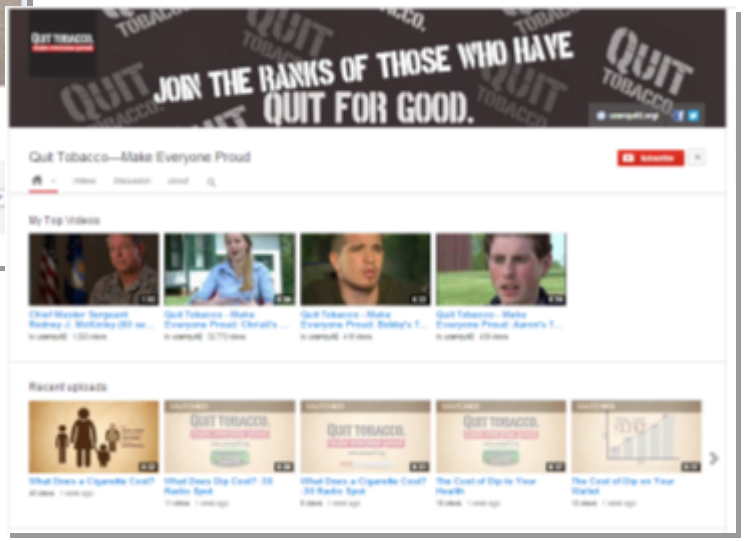
“Save to Spend” Poster Series

“Ten Tiny Toes” Poster Series

Social Media

- Keep the conversation going online and promote peer support through our Facebook page, Twitter feed and YouTube channel





TOBACCO FREE.
PROUD OF IT!
Quit Tobacco
@ucanquit2
The mission of the site is to help U.S. service members quit tobacco—for themselves and for the people they love.
United States · ucanquit2.org
1,668
1,025
1,367
Follow
Tweets
Quit Tobacco @ucanquit2
The lungs of a smoker versus the lungs of a non smoker ow.ly/n/63m

TRICARE Smoking Cessation Program

- Assistant Secretary Of Defense (HA) priority
- Benefit effective as of March 29, 2013
- Comprehensive TRICARE benefit covering smoking cessation
  - Prescription medications
  - Counseling*
  - Quit line**
  - Web and print smoking cessation materials***
- Resources:
  - www.tricare.mil/quittobacco
  - www.ucanquit2.org

* In effect Mar 2012
** Regions to upgrade from “coach” to “Counseling” support
*** In effect 2007

TRICARE Smoking Cessation Program

- Medications:
  - Varenicline (*Chantix*)
  - Bupropion (*Zyban*)
  - Nicotine Replacement Therapies (NRTs)
    - Gum
    - Patch
    - Lozenge
    - Inhaler
    - Nasal Spray

- RXs covered at no cost only through MTF pharmacies and Home Delivery

Great American Smokeout

November 21 is the Great American Smokeout.

- Each year on the third Thursday of November, smokers are encouraged to use the date to be tobacco-free.
- By quitting — **even for one day** — smokers will be taking an important step towards a healthier life – one that can lead to reducing cancer risk and heart disease.

Flyer, poster and social media materials available on UCanQuit2.org

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703-681-1755

Email: info@ucanquit2.org

Website: www.ucanquit2.org
Facebook: facebook.com/ucanquit2.org
Twitter: twitter.com/ucanquit2

Tobacco Cessation Programming for the Navy

Dr. Mark Long, NMCPHC; Ms. Brandi Alford, NMCPHC

Our objectives

- Communicate successful tobacco programming practices
- Identify interventions and partners, both clinical and non-clinical, who can support tobacco cessation programs and initiatives at the local level
- Describe tools for resource- and staff- limited settings
- Highlight technologies that can be promoted to active duty and beneficiaries to support their tobacco quit attempt

Tobacco Programming

- Air Force Health Promotion model
- Navy principles- barrier free services, easy access to medications
- Utilize a continuum of care approach

- Potential HPW tobacco interventions
  - -Groups/classes
  - -Individual counseling
  - -Workshops
  - -Brief and motivational interventions
  - -Self Help

Medical Team

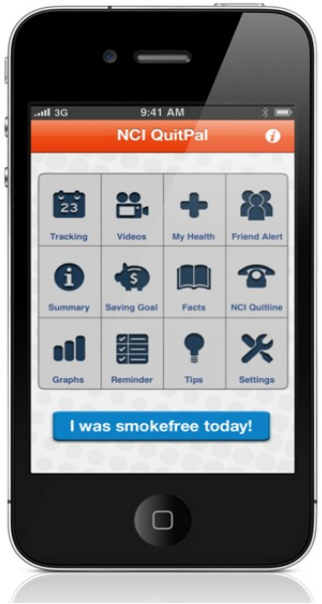
- Medical Home Port/Primary Care
- Dental Team
- Specialty Clinics
- SARP
- Behavioral Health
- Public Health
- Deployment Health
- Pharmacists
- IDC’s
- Nursing
- Corpsmen
- Non Medical?

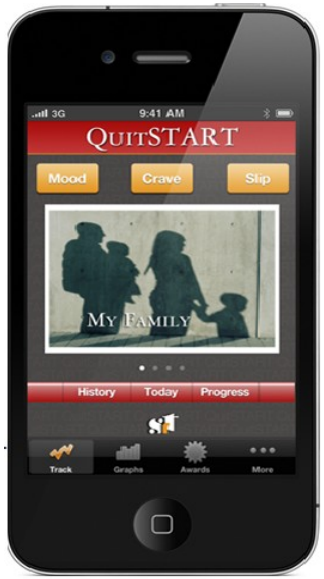
Online Programs

- Web based interventions work
- Accessible 24-7, at times best for tobacco user
- Use as primary intervention and/or in combination with other treatments
- List of online programs on NMCPHC website
  - Smokefree
  - Train2quit
  - Become an Ex
  - ALA Freedom from Smoking

Mobile Applications

- NCI Quit Pal
- Quit Start
- Quit Guide
- VA Stay Quit Coach
- Commercial apps





Quitlines

- Do they work?
- State Quitlines (1-800-QUIT-NOW)
  - http://map.naquitline.org/
  - Check eligibility requirements for use
  - Know services are offered
  - Can you do a warm hand off?
- Tricare Smoking Quitlines
  - North: 1-866-459-8766
  - South: 1-877-414-9949
  - West: 1-888-713-4597
- NCI Quitline

Texting Programs

- SmokefreeMIL
  - http://www.ucanquit2.org/smokefreemil/
- SmokefreeTXT
  - http://smokefree.gov/smokefreetxt

Considerations for Limited Staff

- Email groups for follow-up
  - Ask best time and method to reach
  - Set up email groups after completion of first session (auto send)

- Utilize variety of programming to meet needs of active duty and beneficiaries. Have multiple modes available that you can refer to.

- Phone counseling instead of group or individual, face-to-face

- Support group led by former tobacco user

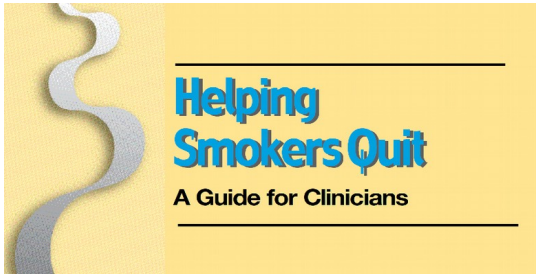
Non-Clinical Interventions

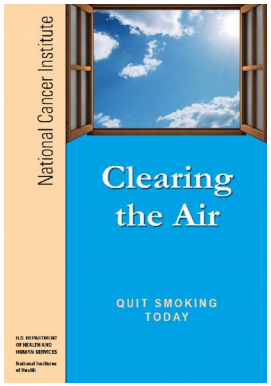
- Leadership
- Social Media
- Indoc
- Standdowns, Schools
- PFA
- GASO, GASPO

DO IT
FOR A DAY.
Join the Great American Spit Out. 23 February 2012
Ditch dip for a day and take the first step toward quitting tobacco for good.
www.ucanquit2.org
QUIT TOBACCO.
make everyone proud

Free Resources

- UCanQuit2
- Smokefree
- CDC
- National Cancer Institute
- Tricare
- NMCPHC





She'll be just as happy when you quit tobacco.
QUIT TOBACCO.
make everyone proud
We can help you quit smoking or chewing.
Do it for yourself. And everyone who cares about you.
Visit www.ucanquit2.org

HM70BE0906

Tips To Help You Quit

- ★ Remember why you want to quit. Post a picture of someone special as a reminder and remember that they're pulling for you.
- ★ Set a quit date. To make sure you stay motivated, make it soon.
- ★ Find support in friends and family, online, in a cessation group, or with your doctor—for when things get tough.
- ★ Stick with it. Withdrawal symptoms and cravings will pass if you can resist the urge to use tobacco. Remind yourself why you want to quit and the benefits you'll get from doing so.
- ★ Prepare for challenges. Practice what you'll say when someone offers you a cigarette or dip. No sweat, right? You face much bigger challenges every day.

We can help you quit smoking or chewing. Visit www.ucanquit2.org.

Contact Information

- Mark Long, Ed.D., NMCPHC
  - Mark.Long@med.navy.mil
  - (757) 953-0959

- Ms. Brandi Alford, MPH, CHES, NMCPHC
  - Brandi.Alford.ctr@med.navy.mil
  - (757) 953-1015

Questions?

Continuing Education and Feedback

- NMCPHC is a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designated for Certified Health Education Specialists (CHES) to receive up to 1 total Category I continuing education contact hour.

- E-mail your name and CHES number to: Melissa.Cazaux.ctr@med.navy.mil

- We value your feedback! Please send any questions, comments, concerns, or suggestions for future webinars to: Melissa.Cazaux.ctr@med.navy.mil